

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

SUGGESTED AGENDA

for meeting of April 13, 1953

1. Approval of minutes of previous meeting
2. Election of Committee officers
3. Plans for television demonstration, Miami Beach
4. Report by the Director
5. Extension of protection of reserved channel assignments:
 - a. Collection of evidence by JCET staff
 - b. Actions taken by organizations in support of reservation extension
 - c. Congressional developments
8. Educational television conference planned for May 4 in Washington

Luncheon Pierre's

7. Relationships between JCET and NCCET concerning matters before the FCC
6. New project-Proposal of Southern Regional Education Board
9. New business
10. Determination of dates for JCET meetings May, June and July
11. Adjournment

*Bob Muller -
2:30*

New York Times, Sunday, January 27, 1952
p. X 11

RADIO

HOW MUCH CRIME?

Study of Local Television Schedules Offers Some Startling Figures

By JACK GOULD

THE chronic and morbid absorption of most television stations with crime as programming material now has been documented statistically in the second annual analysis of the content of shows carried by New York's seven video outlets. It is little short of shocking.

The analysis was made by the National Association of Educational Broadcasters, under a grant from the Ford Foundation, and was directed by Prof. Dallas W. Smythe of the University of Illinois. The study covered the full week of programming from Jan. 4 through Jan. 10 and was based on reports by a group of monitors who saw every program on every station over the seven-day period.

The volume of crime dramas, including both "live" and film presentations, showed the greatest single increase of any type of program on the air — nearly 50 per cent. In all, the crime shows now account for 14.6 per cent of the total broadcast time in the metropolitan area.

The figures on the crime shows, what's more, do not include the Western pictures intended for adult and child consumption, which add up to a total of another 8.3 per cent. Not included, either, are many of the so-called children's adventure tales which offer violence in a futuristic setting.

In short, this is the over-all picture: nearly one-quarter of all the shows which the combined television broadcasting industry sends into New York homes is based in one way or another on the theme of lawlessness.

In terms of actual running time, the straight crime shows during the sample week of the survey consumed a total of ninety-one hours. The Westerns of all types occupied approximately fifty-one hours.

Trends

Least individual stations be unfairly judged on the basis of generalities, Professor Smythe's breakdown included detailed statistics. Here are the results in terms of percentages of the station's total broadcast time:

Station	Crime Shows	Westerns	Total
WCBS-TV	17.8	5	18.1
WNBT	7.5	6.1	13.6
WABD	16.9	3.2	20.1
WJZ-TV	17.8	6.5	24.1
WOR-TV	13.8	12.8	26.6
WPIX	16.8	11.6	28.4
WATV	14.2	18.9	33.1

A significant footnote to these figures is that, except in the case of one station, the volume of straight crime shows has not lessened in comparison with a year ago. Rather the trend has been upward, as follows:

Station	Add'l Hours Devoted to Crime Shows
WCBS-TV	14
WNBT	3 2/3
WABD	3 1/2
WJZ-TV	14 1/2
WOR-TV	14
WPIX	2 1/2

The seventh station, WATV, dropped four hours of crime shows.

That the crime show always will have its place in television programming and will be enjoyed goes without saying, but at the same time it is not asking too much of the broadcasters to employ the theme with some degree of moderation. With the notable exception of the National Broadcasting Company, which deserves real credit for its more diversified structure, the theme is virtually dominant on local schedules. That is not a reasonable interpretation of balance in programming.

What the broadcasters cannot overlook is that children of varying age watch TV at almost all hours, particularly when the different time zones are taken into account. That alone dictates a note of caution. The crime show is a form of theatre; it must not become a way of life.

The emphasis on crime is particularly to be regretted because in many other respects Professor Smythe's analysis is not without its encouraging aspects.

The amount of time devoted to news, presentation of public issues and coverage of public events showed an increase, not very substantial, to be sure, but in the right direction at least.

Commercialism

The number of presentations identified with recognized educational institutions jumped from one to thirteen, of which six were provided by WATV and three by WPIX. This year, however, the study was not accompanied by any narrow definitions of what was or was not educational, an intelligent forward step.

A set of figures which may come as a surprise to those complaining about excessive commercialism in TV are those on the percentage of time devoted to direct sales advertising—the total is down almost 2 per cent from a year ago.

These are figures on advertising for the individual stations: WCBS-TV, 8 per cent; WNBT, 9.8; WABD, 11.3; WJZ-TV, 8.7; WOR-TV, 6; WPIX, 7.6, and WATV, 6.6.

Professor Smythe's study, of course, does have inherent and serious limitations. No appraisal can be completely fair which just takes in the quantitative forms of programs and not their qualitative substance. Many programs have improved materially yet this cannot be shown in figures.

Similarly, some of TV's most rewarding and fruitful moments are not regularly scheduled programs falling within a sample period—a recent example was Winston Churchill's address to Congress—yet they are vitally pertinent to an evaluation of the medium's stature and influence. A week is rather a short time in which to judge TV as a whole.

No doubt, the commercial broadcasters will find some aspects of the study to which they will want to take exception, perhaps chiefly in the matter of questionable program definitions, and they should not be hesitant in setting the record straight. On other aspects, obviously, they have some explaining to do.

But despite what shortcomings the study may have—and this analysis is a very marked improvement over last year's—Professor Smythe and the educational broadcasters are shedding some much-needed light on the medium's over-all diversity of performance. That is a contribution to the broadcaster and viewer alike; it should be continued in the years to come.

NAEB TAPE NETWORK HDQ.

TAPE-NAPPER NEWS

Standings as of Sept. 18

Minus indicates station owes tapes to the Network.

Plus indicates Network owes tapes to the station.

KACC Even	KWAR -3	WFIU -49	WOI -50*
KANW -9	KWAX -5	WFPL -187**	WOSU -66*
KBGC -67*	KWGS +1	WGBH -11	WOUI -100**
KBPS -37	KWLC -19	WGPS -32	WPRK +37
KCSM -13	KWSC -67*	WGRE +21	WRTI +18
KCVN +23	WABE -58*	WGVE Even	WSAJ +27
KDPS -49 -30	WAER -81*	WHA +4	WSHS -54*
KFJM -3	WAJC -32	WHAZ -29	WSOU -1
KFKU +150	WBAA -6	WHPS -19	WSPE -170**
KMUW -2	WBEZ -4	WIPR -84*	WSUI -105**
KOAC -113**	WBGO -7	WKAR -16	
KOKH -18	WBGU -19	WKSU -55*	WTDS +5
KPTA -97*	WBKY -45	WLSU +20	WTHS -30
KSAC -52*	WBOE -35	WMCR -55*	WTUN -71*
KSDS -62*	WBUR -71*	WMUA +18	WUNC +8
KSLH -17	WDET -57*	WMUB +20	WUOA -70*
KTOY -29	WDTR -9	WNAD -23	WUCM +16
KUCM +26	WDUQ -53*	WNAS +6	WUOT +2
KUOW -80*	WEPS -40	WNUR +20	WUSC -219**
KUSC -100**	WFBE -44	WNYC +42	WUSV +46
		WNYE +1	WVSH -14
KUSD -34			WWHI +31
KVOF +5			WYSN -75*

* In the Tape-napper First Division

** League Leaders

TAPE-NAPPER NEWS

Standings as of Sept. 18

Minus indicates station owes tapes to the Network.

Plus indicates Network owes tapes to the station.

KACC Even	KWAR -3	WFIU -49	WOI -50*
KANW -9	KWAX -5	WFPL -187**	WOSU -66*
KBGC -67*	KWGS +1	WGBH -11	WOUI -100**
KBPS -37	KWLC -19	WGPS -32	WPRK +37
KCSM -13	KWSC -67*	WGRE +21	WRTI +18
KCVN +23	WABE -58*	WGVE Even	WSAJ +27
KDPS -49	WAER -81*	WHA +4	WSHS -54*
KFJM -3	WAJC -32	WHAZ -29	WSOU -1
KFKU +150	WBAA -6	WHPS -19	WSPE -170**
KMUW -2	WBEZ -4	WIPR -84*	WSUI -105**
KOAC -113**	WBGO -7	WKAR -16	
KOKH -18	WBGU -19	WKSU -55*	WTDS +5
KPTA -97*	WBKY -45	WLSU +20	WTHS -30
KSAC -55*	WBOE -35	WMCR -55*	WTUN -71*
KSDS -62*	WBUR -71*	WMUA +18	WUNC +8
KSLH -17	WDET -57*	WMUB +20	WUOA -70*
KTOY -29	WDTR -9	WNAD -23	WUCM +16
KUCM +26	WDUQ -53*	WNAS +6	WUOT +2
KUOW -80*	WEPS -40	WNUR +20	WUSC -219**
KUSC -100**	WFBE -44	WNYC +42	WUSV +46
KUSD -34		WNYE +1	WVSH -14
KVOF +5			WWHL +31
			WYSN -75*

* In the Tape-napper First Division

** League Leaders

1952 DUES RECEIVED BY NAEB UP TO AND INCLUDING MARCH 5, 1952:

PENNSYLVANIA STATE COLLEGE	ASSOC.	\$ 10.00
UNIVERSITY OF S. CALIFORNIA	ACTIVE '51, '52	30.00
KENT STATE COLLEGE	ACTIVE	15.00
E. W. ZIEBARTH	SUBSCRIBER	5.00
ALBUQUERQUE HIGH SCHOOL -KANW	ACTIVE	15.00
RCA-VICTOR DIVISION, CAMDEN	SUBSCRIBER	5.00
INDIANA STATE TEACHERS COLLEGE	ASSOCIATE	10.00
GROVE CITY COLLEGE	ACTIVE	15.00
ORAL HYGIENE COMM. OF GR. NY	ASSOCIATE	10.00
HUNTINGTON SCHOOLS - WWSH-FM	ACTIVE	15.00
DUQUESNE UNIVERSITY	ACTIVE	15.00
U. OF ALABAMA-DR. KENNETH HARWOOD	SUBSCRIPTION	5.00
DEPAUW UNIVERSITY	ACTIVE	15.00
UNIVERSITY OF CHICAGO	ASSOCIATE	10.00
CHICAGO BOARD OF EDUCATION-WBEZ	ACTIVE	25.00
PHILADELPHIA WIRELESS TECH. INST.	ACTIVE	15.00
BOSTON UNIVERSITY	ACTIVE	15.00
MILLARD C. FAUGHT	SUBSCRIBER	5.00
MUNCIE, WILSON JR. HIGH SCHOOL	ACTIVE	15.00
ASS'N OF LAND GRANT COLLEGES &	SUBSCRIPTION	5.00
UNIVERSITY OF COLORADO	ASSOCIATE	10.00
OHIO UNIVERSITY - WOUH	ACTIVE	15.00
INSTITUTE FOR EDUCATION BY R-T	ASSOCIATE	10.00
UNIVERSITY OF TENNESSEE	ACTIVE	<u>25.00</u>

TOTAL (THIS SHEET ONLY)

315.00

List of Persons in Attendance - Conference on an Educational Television Network
January 7, 1952 - City Hall, Room 208, St. Louis, Mo.

Mr. Frank C. Abbott
Staff Associate
American Council on Education
1785 Massachusetts Avenue
Washington 6, D. C.

Rev. Joseph H. Anler
Moderator, Councils of Catholic
Men and Women
340 N. Vandeventer Avenue
St. Louis 8, Missouri

Mr. James W. Armsey, Director
of Public Relations
Illinois Institute of Technology
Chicago, Illinois

Dr. John W. Ashton, Dean
Student and Educational Services
Indiana University
Bloomington, Indiana

Mr. Ernest Ball
Superintendent of City Schools
Memphis, Tennessee

Mr. L. F. Banks
Superintendent of Schools
Box 114
Birmingham, Alabama

Mr. Hiram E. Barg, Business Manager
Milwaukee Vocational and Adult School
1015 N. 6th Street
Milwaukee, Wisconsin

Mr. James Belnap
842 Vine Street
Poplar Bluff, Missouri

Mr. Carl B. Bidewell
802 Apple Street
Poplar Bluff, Missouri

Mr. Norman E. Borgerson
Assistant Supt. of Public Instruction
State of Michigan
Lansing, Michigan

Miss Martha Boyer, Director
Radio Division
Lindenwood College
4497 Pershing Avenue
St. Louis, Missouri

Mr. R. Edwin Browne
Director of Radio and Television
University of Kansas
Lawrence, Kansas

Mr. E. E. Bryan
Department of Buildings
Vanderbilt University
Nashville 5, Tennessee

Mr. H. F. Corbin, President
University of Wichita
Wichita 14, Kansas

Mr. James H. Denison
Assistant to the President
Michigan State College
318-C Administration Building
East Lansing, Michigan

Mr. L. J. Dierker
Superintendent of Lutheran Schools
4437 Taft Avenue
St. Louis 16, Missouri

Mr. John Dunn, Director
WNAD & WNAD-EM
The University of Oklahoma
Norman, Oklahoma

Dr. Franklin Dunham
U. S. Office of Education
Washington, D. C.

Mr. Earl English, Dean
of School of Journalism
University of Missouri
Columbia, Missouri

Mr. Frank L. Eversull
Southern Illinois University
Carbondale, Illinois

Mr. C. R. Graham, Librarian
Louisville Free Public Library
Louisville, Kentucky

Rev. Theodore M. Hesburgh, C.S.C.
Executive Vice President
University of Notre Dame
Notre Dame, Indiana

Mr. Philip J. Hickey
Superintendent of Instruction
Board of Education
911 Locust Street
St. Louis, Missouri

Rev. James E. Hoflich
Superintendent of Parish Schools
Archdiocese of St. Louis
3810 Lindell Boulevard
St. Louis 8, Missouri

Mr. E. H. Hopkins
Associate Dean of Faculty
Washington University
St. Louis, Missouri

Dr. Norbert J. Hruby, Assistant Dean
College of Commerce
Loyola University
Chicago, Illinois

Dr. Charles F. Hunter
Northwestern University
Evanston, Illinois

Mr. George Jennings, Director
of Radio WBEZ
Board of Education
228 N. LaSalle Street
Chicago 1, Illinois

Mr. Charles Fabens Kelly
Assistant Director
Art Institute of Chicago
Chicago 3, Illinois

Mr. W. W. Kemmerer
University of Houston
3801 Cullen
Houston 4, Texas

Mr. William Kottmeyer
St. Louis Board of Education
911 Locust Street
St. Louis, Missouri

Major John Allan Love
8020 Forsyth Boulevard
Clayton, Missouri
(Representing Mr. Colgate W. Darden,
President, University of Virginia,
Charlottesville, Virginia.)

Mr. H. B. McCarty, Executive Director
Wisconsin State Radio Council
Madison, Wisconsin

Alderman Fred P. Meyers
City of Milwaukee
143 E. Garfield Avenue
Milwaukee, Wisconsin

Mr. Frederick A. Middlebush, Pres.
University of Missouri
Columbia, Missouri

Mr. James S. Miles, Executive Director
NAEB
Room 14, Gregory Hall
University of Illinois
Urbana, Illinois

Mr. Delyte W. Morris, President
Southern Illinois University
Carbondale, Illinois

Mrs. Charles Muschany, President
St. Louis Council of Parent-Teachers
Associations
5229 Lisette Avenue
St. Louis 9, Missouri

Mr. Sam V. Noe
Fifth and Hill Streets
Louisville, Kentucky

Dean Julius M. Nolte, Chairman
University Radio Policy Committee
University of Minnesota
152 Nicholson Hall
Minneapolis 14, Minnesota

Mrs. George A. O'Sullivan, President
Council of Catholic Women
340 N. Vandeventer Avenue
St. Louis 8, Missouri

Mr. Robert W. Pharr
Assistant City Attorney
1408 Commerce Title Building
Memphis, Tennessee

Mr. George E. Probst
Director of Radio
University of Chicago
Chicago 37, Illinois

Mr. Henry V. Putzel
1300 Washington Avenue
St. Louis 3, Missouri

Dr. Wm. F. Rasche, Director
Milwaukee Vocational and Adult School
1015 N. 6th Street
Milwaukee, Wisconsin

Dean Willis H. Reals,
Dean, University College
Washington University
St. Louis, Missouri

Mr. John S. Rendleman
Southern Illinois University
Carbondale, Illinois

Mr. Arthur C. Repp
Concordia Theological Seminary
201 DeMun Avenue
St. Louis 5, Missouri

Mr. Buren C. Robbins
Southern Illinois University
Carbondale, Illinois

Mr. George Round
University of Nebraska
Lincoln, Nebraska

Miss Adele Schott
Editorial and Radio Assistant
Milwaukee Public Schools
Milwaukee, Wisconsin

Mr. Frank E. Schooley, Manager
Radio Stations University of Illinois
Urbana, Illinois

Mr. Ralph Steetle, Executive Director
Joint Committee on Educational
Television
1785 Massachusetts Avenue, N. W.
Washington 6, D. C.

Mr. Walter A. Stay
3851 Giles
St. Louis, Missouri
(Representing Archdiocesan Council
of Catholic Men)

Mr. William E. Stirton
Assistant to President
Wayne University
Detroit 1, Michigan

Dr. A. A. Suppan, Director
Extension and Summer Session
Wisconsin State College
3203 N. Downer Avenue
Milwaukee 11, Wisconsin

Prof. I. Keith Tyler
Director of Radio Education
Ohio State University
Columbus 10, Ohio

Mr. George A. Volz, General Manager
Radio Station WEW
St. Louis University
St. Louis, Missouri
(Representing Father Reinert, Pres.,
St. Louis University)

Mr. George W. Vossbrink
St. Louis County Superintendent of
Schools
651 Brentwood Boulevard
Clayton 5, Missouri

Mr. Parker Wheatley, General Manager
WGBH
Symphony Hall
Boston 15, Massachusetts

Dr. John R. Winnie
Director of Film-Television
University of Iowa
Iowa City, Iowa

Mr. Raymond H. Wittcoff, Chairman
St. Louis Educational Television
Committee
8 South Fourth Street
St. Louis, Missouri

Mr. Earl Wynn, Director
Communication Center
The Consolidated University of
North Carolina
Chapel Hill, North Carolina

The New York Times

MONDAY, SEPTEMBER 15, 1952

RADIO AND TELEVISION

'The Jeffersonian Heritage' Has Its Premiere on WNYC With Claude Rains in Lead Role

By JACK GOULD

"The Jeffersonian Heritage," which had its premiere at 1 o'clock yesterday afternoon over the city's station, WNYC, is an event to gladden the hearts of all those who believe the microphone and camera have a broader destiny than purveying vaudeville and commercial announcements.

First, the program itself promises to be a brilliant radio series bringing to light the ideas of Jefferson and underscoring their timeliness and pertinency in 1952. With a poignant simplicity and disciplined grandeur the opening installment of this series dealt with Jefferson's trials in drafting the Declaration of Independence and then quietly put the telling question to all of us: What is our generation doing?

Secondly, "The Jeffersonian Heritage" is the first significant benefit to result from the grant from the Fund for Adult Education, established by the Ford Foundation, to the National Association of Educational Broadcasters. Here is proof that given adequate resources the educational world can do a first-class professional job in broadcasting and do it in a sphere that would not normally interest advertising sponsors. Since the N. A. E. B. expects to be active in television as well, yesterday's broadcast was an auspicious omen indeed.

The initial presentation was entitled "The Living Declaration" and was by way of setting the theme for the succeeding twelve installments in the series. The program took the form of Jefferson speaking from his grave, which normally is one of the more treacherous of dramatic devices, but the restrained playing of Claude Rains and the inspired script of Morton Wishengrad provided a vivid credibility.

The story of Jefferson's part in

drafting the Declaration was told in personalized episodes that gave a measure of both the man and his mind. Against the background of his interview with a landlady in Philadelphia, for instance, there was outlined the scope of Jefferson's philosophy.

When the landlady asked Jefferson his denomination, he describes the question as the "vicious, poisonous and fatal inquiry." He expresses his belief in God and his faith in reason and in truth, but also he explains that his faith includes eternal hostility to every form of tyranny over man's mind.

Similarly, "The Living Declaration" told of other Jeffersonian precepts, in direct and easily understood dialogue or narration. Next week's installment is scheduled to depict Jefferson and a commissar of present-day Russia in a debate on the merits of their respective revolutions. That should be something to tune in!

The production of "The Jeffersonian Heritage" was of the highest network caliber. To his interpretation of Jefferson, Mr. Rains is bringing forefulness leavened by humility. He is reading his lines straightforwardly and without undue vocal flourishes. His is an excellent performance.

The Educational Broadcasters have not stinted in other departments, either. Wladimir Selinsky has provided an eminently helpful score that complements the drama and Frank Papp's direction is plain and knowing.

"The Jeffersonian Heritage" is being made available at cost to stations throughout the country and the series should have the widest possible circulation for one sound reason: it is a good show and a stimulating one. The Fund for Adult Education, the Ford Foundation and the National Association of Educational Broadcasters are off on the right foot.

THURSDAY, AUGUST 28, 1952

Radio Dramatizes Jefferson's Life With Its Lasting Imprint on Nation

13-Week Sequence Is First of 4-Title Series Offered by Educators With \$300,000 Ford Grant—WNYC Is Outlet Here

A thirteen-week radio study of the life, times, principles and philosophy of Thomas Jefferson, third President of the United States, has been produced and recorded under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation and soon will be heard by the public.

Under the sponsorship of the National Association of Educational Broadcasters, of which Seymour N. Siegel, director of New York City's Radio Station WNYC, is president, the \$300,000 is to be used to finance production of four broadcast series of historical and contemporary significance.

The Jefferson series, titled "Our Jefferson Heritage," will be the first. Series to follow will be "The Nature of Man," "International Understanding" and "Public Affairs."

WNYC will be the outlet for these programs in this area. Dates are to be announced soon.

The approach to the Jefferson radio studies—which Mr. Siegel said yesterday would "inform, entertain and educate"—is not alone to reflect Thomas Jefferson's influence on his own times, but also to show how his principles have weighed upon and guided succeeding generations of the country's statesmen and thinkers.

With Claude Rains, the screen actor, portraying Jefferson, the introductory program, "The Living Declaration," will dramatize the third President's part in framing this historic document and infer that his ideas in it are living realities. Emphasis will be put on Jef-

fer'son's idea that "the earth belongs always to the living generation."

Stress on biography has been avoided, Mr. Siegel said. Subsequent programs will explore Jefferson's thoughts on the various freedoms, and in one of the episodes the Jeffersonian conception of revolution will be contrasted with the Communist or Marxian conception.

Mr. Siegel conceded that the preparation of a radio adult-education project of this type would be "experimental," but he predicted that the idea would be well received by the public and "wholly within the spirit of the Ford Foundation's grant."

Although the Jefferson programs have been prepared primarily for the National Association of Educational Broadcasters' tape network, they will be made available also to United Nations Radio, the Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting Company and All-India Radio.

The member stations of the tape network, a cooperative organization devoted to the dissemination of outstanding radio programs, are owned and operated by educational institutions, municipalities and other public service agencies. WNYC is a station of this network.

The "Jefferson Heritage" programs are to be made available to commercial radio station operators on a sustaining basis. It is expected that at least one of the four series to be produced will be broadcast in its entirety over a national network.

SUNDAY, SEPTEMBER 21, 1952.

NETWORK EDUCATION

Magnetic Tape Recordings Link Seventy Stations

By VAL ADAMS

A NEW kind of nation-wide radio network put together with magnetic recording tape is being nurtured by the National Association of Educational Broadcasters. Seventy stations participate in the network, all non-commercial, the vast majority operated by schools, universities and boards of education. Their aim is to serve and inform the public with programs above quiz show caliber.

The N. A. E. B. has been around formally since 1934, but its tape network came into existence less than three years ago. In the beginning one of its members begged \$600 from Cooper Union here for the purpose of buying magnetic tape, recording the school's forums and putting them on the air.

The taped program was broadcast by one educational station and then rushed to another, a process repeated over and over and known in the trade as "bicycling." The circuit completed, the tape was returned to New York, the sound "wiped" off, another Cooper Union Forum recorded, and the same piece of tape sped on its way again. Thus was born the N. A. E. B. tape network.

Its operational level has climbed since then, the crowning achievement to date occurring last Sunday with the debut of "The Jeffersonian Heritage," a thirteen-week series highlighting the ideas of Thomas Jefferson and underscoring their timeliness and pertinency in 1952.

Grant

The program is broadcast here on Sundays from 1 to 1:30 P. M. by WNYC, city-owned station and a member of the N. A. E. B., whose director, Seymour N. Siegel, is president of the association. "The Jeffersonian Heritage," with Claude Rains playing Jefferson, is one of four series of programs to be produced and presented by the N. A. E. B. through a \$300,000 grant from the Ford Foundation's Fund for Adult Education. It was directed here by Frank Papp, a producer formerly with N. B. C.

The other series will include "The Ways of Mankind," a study of human behavior; "International Understanding," which deals with people suffering under Communist subjugation, and "Public Affairs."

Headquarters for the tape network operation was originally at WNYC, but in January, 1951, it was moved to the University of Illinois at Urbana and placed under the guidance of the Division of Communications. From this point seven and one-half hours of taped material is mailed weekly to member stations. Many of these programs are produced by the individual affiliates and offered to the network on an exchange basis.

The weekly program bundle includes folk music from WMUB, Miami University (Oxford, Ohio); a string quartet from WUOA, University of Alabama; a discussion series from WBAA, Purdue University; the Cooper Union Forum and "Music for the Connoisseur," with David Randolph's commentary, from WNYC; readings from "Treasure Island" from KPFA, a station in Berkeley, Calif., whose listeners send in contributions to pay for the broadcasts; "Music of the Baroque" from WGBH, Lowell Institute, Boston; "The Fifteen Steps," a children's program from WOI, Iowa State College, and "Stories 'n' Stuff," another children's show from WILL, University of Illinois.

Sources

The latter program, incidentally, is broadcast here by WNYC on Saturday mornings from 8 to 8:30.

For additional programming the tape network also draws upon a wide variety of sources, including the British and Canadian Broadcasting Corporations, the University of Berne in Switzerland, the Federal and Mutual Security Agencies and the United Nations.

For the most part, the "bicycling" of programs from one station to another is no longer necessary. The network's headquarters now has a large supply of tape and recently installed a mass duplicator, a single mandrel machine that turns out eleven copies of a half-hour show in ten minutes. Duplication is made backward, starting with the end of the program so the reels of tape need not be rewound, thus saving time and effort.

The only exception of stations not being sent their own copies of a broadcast is in the case of B. B. C. programs. Tapes from England cannot be duplicated because of restrictions by the artists' union there. The tape network receives twelve copies of each B. B. C. program and has to "bicycle" them around the circuit.

Day to day service to the network is supervised by Jim Miles, executive director of the N. A. E. B., who is currently on leave from Purdue, where he is director of WBAA.

Although stations currently pay an annual service assessment fee ranging from \$75 to \$200, depending on a station's transmitter power, it was a \$250,000 operational fund grant last year from the W. K. Kellogg Foundation that put the tape network on sound financial footing.

The grant is to be spent over a period of five years, at which time the non-profit network, through a gradual increase in assessments, will be self-sustaining. Any commercial radio network, hard pressed by television, would gladly abolish six vice presidents if it knew it could say the same five years from now.

THURSDAY, SEPTEMBER 11, 1952

Radio-TV Notes

J. R. (Jack) Poppele has resigned as vice president in charge of engineering for the Mutual Broadcasting System and as director of engineering for WOR, the network's local station. He had been with WOR since 1922, becoming its chief engineer a few weeks after the station went on the air.

Mr. Poppele said that he would set up his own consultant firm, specializing in the development and construction of new television studios and transmitters, and that WOR-TV would be among his clients.

Although Mr. Poppele had been a director of the Mutual network for some years, he was named head of the engineering department only a few months ago after the chain and WOR were taken over by the General Tire and Rubber Company.

"The Jefferson Heritage," a thirteen-week recorded radio series evaluating Thomas Jefferson's contribution to America and the spirit of freedom, will make its debut over WNYC on Sunday from 1 to 1:30 P. M. The series was produced by the National Association of Educational Broadcasters with the aid of a grant by the Ford Foundation's Fund for Adult Education.

VARIETY

August 20

Educ'l Groups Take Com'l Tips in Plugging Shows

The educational fraternity is taking a leaf from the commercial bankroller's book and is learning the importance of promoting and publicizing cultural shows — not merely putting them on without a pitch to get an audience.

National Assn. of Educational Broadcasters, for example, will use ads to plug its "Jeffersonian Heritage" series, which was made possible by a grant from the Ford Foundation. Klores & Carter, Inc. was appointed to handle advertising and promotion, with both daily newspapers and trade publications to be used. As one phase of the promotion, some 300,000 letters are being sent out by direct mail to tell VIPs and other opinion men about the show.

Ford Foundation has also signed a press agent to beat the drums of its 90-minute "Omnibus" series starting in three months on TV. Flack is Jack Perlis.

ELKINS, W. Va.

August 7, 1952

"THE JEFFERSON HERITAGE"

The National Association of Educational Broadcasters has now moved into the production phase of new programs which it is developing. Four of the programs in "The Jeffersonian Heritage" are now finished and four more will be produced as soon as Claude Rains, starred as Jefferson, returns from London. The program deal with Jefferson's ideas about the Declaration of Independence, freedom of religion, freedom of the mind, and equal and exact justice.

The National Association of Educational Broadcasters

presents A DISTINCTIVE CREATIVE OF RADIO

"the Jeffersonian Heritage"

based on the research, writing of Professor Dumas Malone, Department of History of Columbia University, produced and directed by Frank Papp, written by Morton Wishengrad, with music composed and conducted by Wladimir Selinsky

and starring Claude Rains

The dramatized ideas which are the possessions of all Americans

BROADCAST OVER THE EDUCATION

The National Association of Educational Broadcasters is composed of institutions, schools, engaged in non-commercial educational broadcasting over AM, FM, or Television stations, or through

1952

NAEB 'Heritage' Into Syndication

"The Jeffersonian Heritage," series produced by the National Assn. of Educational Broadcasters, will be made available to commercial outlets on a sustaining basis. Outlets will be able to beam the 13 half-hour dramas for the cost of the pressings alone, about \$25.

In New York the series preems Sept. 14 over WNYC, the municipal station, in a 1 p.m. Sunday slot. Kickoff in other educational stations will be on the same date.

"Jeffersonian" and three or four other series are being financed under a \$300,000 grant from the Fund for Adult Education, established by the Ford Foundation. Series stars Claude Rains, was written by Morton Wishengrad and Milton Geiger and produced and directed by Frank Papp, with music composed and conducted by Vladimir Selinsky.

Seymour N. Siegel, NAEB prexy, said that the series is not biographical but "recreates Jefferson as a living voice, his ideals as enduring ideals and his principles as enduring qualities that should guide men of the present day."

THE NEW YORK TIMES,

September 11, 1952

"The Jefferson Heritage," a thirteen-week recorded radio series evaluating Thomas Jefferson's contribution to America and the spirit of freedom, will make its debut over WNYC on Sunday from 1 to 1:30 P. M. The series was produced by the National Association of Educational Broadcasters with the aid of a grant by the Ford Foundation's Fund for Adult Education.

Educational Broadcasters

GUISHED

SERIES

PROGRAMS ON

Jeffersonian Heritage"

ng, and advice

e of the

Columbia University

Frank Papp

rad and Milton Geiger

nducted by

Mr. Claude Rains

ich are the enduring
ans and all free peoples.

AL RADIO STATIONS OF AMERICA

roadcasters, incorporated as a non-profit
systems, groups and individuals who are
casting through their own institutionally-
gh the facilities of commercial stations.

"TIMES"

Seattle, Wash.

September 12, 1952

Jeffersonian Broadcasts Planned

The University of Washington's FM radio station, KUOW, will begin broadcasting a special series of transcribed programs on "Our Jeffersonian Heritage" Thursday evening.

The half-hour documentary programs will be broadcast at 7:30 o'clock each Thursday evening for 13 weeks.

The Ford Foundation gave a \$300,000 grant to the National Association of Educational Broadcasters to produce "Our Jeffersonian Heritage" and three other series of programs.

ST. LOUIS, MISSOURI
POST-DISPATCH
September 2, 1952

KSLH to Resume Broadcasting at 9:10 A.M. Monday

KSLH, the Board of Education's FM station, will resume broadcasting on the 91.5 megacycle channel tomorrow. It will be on the air from 9:10 to 11:45 a.m. and 1:10 to 3 p.m. Monday through Friday.

Among the programs scheduled are Think It Through, Poetry Corner, International Visitor, Library Shelf, Time for Rhyme, Science for You, Missouri's Constitution, Using Numbers, Indian Days and Ways, Let's Find Out, Behind the News, Creators All, Music for You, Success Story and Story Behind the Song.

Starting Oct. 2, KSLH will broadcast for 13 weeks at 2:30 p.m. Thursdays a series titled "The Jeffersonian Heritage" and produced by the National Association of Educational Broadcasters. Claude Rains will be cast as Thomas Jefferson.

NEW YORK PUBLISHERS WEEKLY
AUGUST 10, 1952

UNDER a \$300,000 grant from the Ford Foundation's Fund for Adult Education, the National Association of Educational Broadcasters is planning the production of four broadcast series of historical and contemporary significance, the first of which is entitled "Our Jefferson Heritage." Series to follow will be "The Nature of Man," "International Understanding" and "Public Affairs."

The 13-week Jefferson sequence will begin around September 14 and will be initially carried by about 47 stations in the NAEB group. The September 10 issue of the *Saturday Review* will carry an announcement of the series on the inside cover, listing the stations to carry the broadcasts. The series will also be made available to commercial stations, and Seymour Siegel of WNYC, New York, president of the NAEB, reports that 40 commercial broadcasters have already asked to carry the programs. Mr. Siegel estimates that eventually they will be carried by about 1,000 outlets. They will also be made available to United Nations Radio, the Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting Company and All-India Radio.

Claude Rains, the screen actor, will portray Jefferson, and, although the script will not make mention of Jefferson books, the eventual plans call for publication of the scripts and of a bibliography, probably by Oxford. In connection with the broadcasts, New York City libraries are planning exhibitions of books on Jefferson, Mr. Siegel tells us.

BROADCASTING
& TELECASTING

Washington, D.C.

August 28, 1952

NAEB SERIES

Ford Grant Makes Possible

IDEAS and ideals of Thomas Jefferson and their significance to 20th century Americans will be set forth in a 13-week transcribed radio series, *The Jeffersonian Heritage*, soon to be presented under the auspices of the National Assn. of Educational Broadcasters.

In announcing the Jefferson series today (Monday), Seymour N. Siegel, NAEB president, said that these programs comprise the first of a number of series which NAEB is preparing with the broad overall objective of giving the radio public a perspective on significant topics in the form of broadcasts that will simultaneously inform, entertain and educate. The association's efforts toward this goal are made possible, Mr. Siegel revealed, by a \$300,000 grant to NAEB from the Fund for Adult Education of the Ford Foundation.

The sets of series, as projected by the special adult education committee of NAEB which is planning them and supervising their production, will comprise an overall pattern with four main divisions—The American Heritage (into which the Jefferson series falls), the Nature of Man, International Understanding and Public Affairs. The pattern is flexible, it was explained, and the public response to the Jefferson and other early program series will determine the course of future programming.

George Probst, U. of Chicago, is chairman of the special NAEB committee, which also includes: Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Richard B. Hull, Iowa State College (WOI Ames); Harold B. McCarty, U. of Wisconsin (WHA Madison); Mr. Siegel, New York's Municipal Broadcasting System (WNYC New York).

The Jefferson series, NAEB announced, will be broadcast by the NAEB Tape Network, cooperative organization of educational stations, and will also be offered to commercial stations for use on a sustaining basis. The programs will be made available to United Nations Radio, Voice of America, BBC, CBC, Australian Broadcasting Co. and All-India Radio.

Commenting on the series, Mr. Probst said:

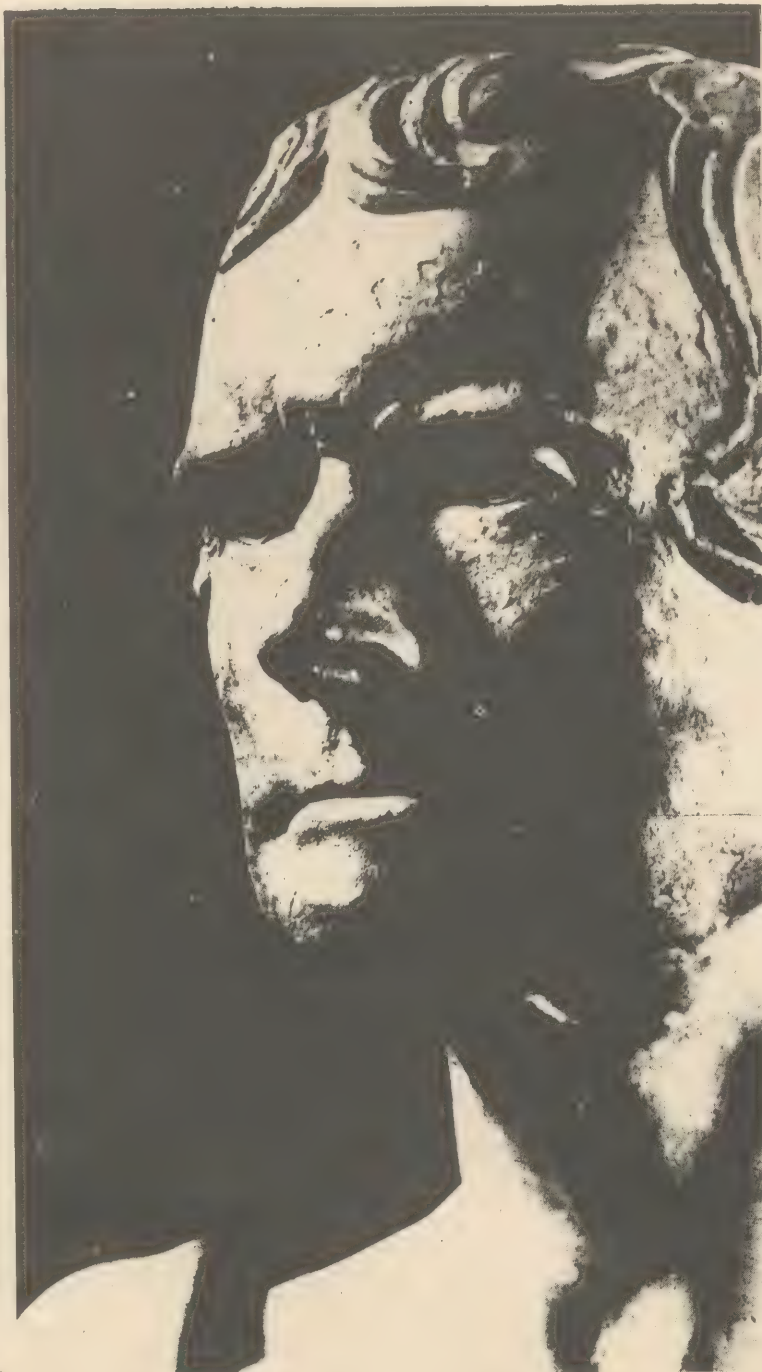
We are engaged in producing programs of the quality of 'Henry V', or Sherwood's 'Abraham Lincoln in Illinois', or MacLeish's 'The Fall of the City.' We are trying to produce programs that are 'consumer durables.' We are trying to produce programs that can be rebroadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener.

We are doing this really against the whole current of American writing and American commercial radio, which are devoted to the production of programs that are really 'consumer perishables.'—At no previous time in American radio has there been an occasion when anybody had the funds, or thought it was worthwhile to try to create an outstanding series of programs about Jefferson, or about any other outstanding American. . . .

MONDAY, AUGUST 25, 1952

'Heritage' Sept. 14

NATIONAL Assn. of Educational Broadcasters' 13-week *Jeffersonian Heritage* series of transcribed programs [B•T, Aug. 18, July 28] is slated to start Sept. 14 over stations of the NAEB Tape Network, cooperative group of educational stations. The series is one of several being produced under a \$300,000 grant from the Ford Foundation's Fund for Adult Education and will be made available to commercial stations on a sustaining basis and to United Nations Radio, Voice of America, and the broadcasting systems of other countries.



"The Living Declaration"

"The Democrat and
the Commissar"

"Divided We Stand"

"Light and Liberty"

"The Return of the Patriot"

"The Danger of Freedom"

"The Ground of Justice"

"Freedom to Work"

"Freedom of the Press"

"The University of
the United States"

"To Secure These Rights"

"Nature's Most Precious Gift"

"What the Jeffersonian
Heritage Means Today"

The National Association of Educational Broadcasters has just announced that the Ford Foundation has made a grant of \$300,000 for what is called an "experiment" in adult education. The program to be offered will consist of a study of Thomas Jefferson extending over a period of thirteen weeks. The emphasis apparently is to be laid on the political and social philosophy of Jefferson rather than upon biographical facts. Enough will be given, however, to help the listener reconstruct the atmosphere of Jefferson's times.

The source of the broadcasts will be WYNY, the radio station of New York City. Director Siegel, of that studio, lists some of the titles giving an idea of the character of the programs. There will be one on Our Jefferson Heritage others on The Nature of Man, International Understanding, and Public Affairs. The grant of the Ford Foundation will enable these programs to be given without commercial interruptions, which is helpful. They will not be confined to the United States. They will be available to the United Nations Radio, the British Broadcasting Corporation, the All-India Radio, the Canadian Broadcasting Corporation, and the Voice of America. It is now always that American ideas will stand world-wide attention. But Jefferson, the only philosopher ever to be our President, can hold his own with the great thinkers of the world. We may only hope that his ideas will be presented soberly in their true significance and not handed out patronizingly to an "ignorant world."

One interesting point is mentioned in the preliminary announcement. Jefferson, it is well known, said that periodical revolutions were good for a country, a true pronouncement of a progressive mind. This statement has been used by Communists to bolster their efforts at overthrowing the government, by violence if necessary. The program as outlined promises to contrast the Jeffersonian conception of revolution with that of Marxist Communism. It is a subject on which many of us would like to be enlightened.

While the Jefferson Series will be available as purely educational broadcasts, the plan seems also to include their extension to the commercial systems that wish to have them. In making this educational venture possible, the Ford Foundation is living up to its reputation of vital experimentation.

"PIONEER", August 4, 1952
Mandan, N.D.

JEFFERSON ON THE AIR

The public will soon hear a series of radio programs which will consider the life, times, principles of philosophy and politics of Thomas Jefferson. The programs will be sponsored by the National Association of Educational Broadcasters. Funds for the broadcasts will be provided by the Fund for Adult Education established by the Ford Foundation.

Jefferson's philosophy will be considered in the light of its meaning today. Dramatizations of important episodes in the life of Jefferson will be presented with professional actors in key roles in an attempt to entertain as well as educate those who hear the programs.

Jefferson is a fit subject for the most able dramatists. His character, his struggle with obstacles and his vision of a better world are especially worth noting in these troubled times. In a world in an almost constant state of revolution it will be well to compare the Jeffersonian idea of revolution to accomplish individual freedom with the Marxian concept of revolution to sacrifice all personal liberty to the state.

These programs about Jefferson will doubtless be awaited with great interest. In presenting them radio shows signs that it is coming of age.

Jefferson Is Theme
Of Radio Series

N. Y. Times Special

NEW YORK, Aug. 9—A 13-week radio study of the life, times, principles and philosophy of Thomas Jefferson, third President of the United States, has been produced and recorded under a \$300,000 grant from the fund for adult education established by the Ford Foundation and soon will be heard by the public.

Under the sponsorship of the National Association of Educational Broadcasters, of which Seymour N. Siegel, Director of New York City's radio station WNYC, is president, the \$300,000 is to be used to finance production of four broadcast series of historical and contemporary significance.

The Jefferson series, titled "Our Jefferson Heritage," will be the first. Series to follow will be "The Nature Of Man," "International Understanding" and "Public Affairs."

The approach to the Jefferson radio studies—which Mr. Siegel said today would "inform, entertain and educate"—is not alone to reflect Thomas Jefferson's influence on his own times, but also to show how his principles have weighed upon and guided succeeding generations of the country's statesmen and thinkers.

With Claude Rains, the screen actor, portraying Jefferson, the introductory program, "The Living Jefferson," will dramatize the president's part in framing

this historic document and infer that his ideas in it are living realities. Emphasis will be put on Jefferson's idea that "the earth belongs always to the living generation."

Stress on biography has been avoided, Mr. Siegel said. Subsequent programs will explore Mr. Jefferson's thoughts on the various freedoms, and in one of the episodes the Jeffersonian conception of revolution will be contrasted with the Communist or Marxian conception.

Although the Jefferson programs have been prepared primarily for the National Association of Educational Broadcasters' tape network, they will be made available also to United Nations radio, The Voice of America, the British Broadcasting Corp., the Canadian Broadcasting Corp., the Australina Broadcasting Co. and All-India Radio.

The member stations of the tape network, a co-operative organization devoted to the dissemination of outstanding radio programs, are owned and operated by educational institutions, municipalities and other public service agencies.

The "Jefferson Heritage" programs are to be made available to commercial radio station operators on a sustaining basis. It is expected that at least one of the four series to be produced will be broadcast in its entirety over a national network.

"TIMES" Gloucester, Mass., August 8, 1952
Our Jefferson Heritage

A \$300,000 grant from an agency of the Ford Foundation has enabled the National Association of Educational Broadcasters to do some pathfinding in the radio field by producing and planning to produce four broadcast series of historical and contemporary significance. The first of these, "Our Jefferson Heritage," soon will be heard by the public. Series to follow will have the topics: "The Nature of Man," "International Understanding," and "Public Affairs."

The sets of broadcasts, which are to be tape recorded, mark a serious venture of radio into the field of adult education. Their sponsors assure us that the broadcasts will "inform and entertain, as well as educate." The study of Thomas Jefferson will deal with his life, times, principles and philosophy, but stress

on biography has been avoided. An effort will be made to show how Jefferson's principles have guided generations of statesmen who followed him.

So far broadcasting organizations in Canada, Australia and other countries have shown an interest in putting the "Jefferson Heritage" series and later series on the air. Stations linked with the N.A.E.B. are all non-commercial, but some commercial stations are expected to join in the presentation. The significance of the forthcoming series, however, lies not in the size of the organizations that will broadcast them but in the fact that adult education material of this type, keyed to the needs of radio, is to have a reasonably broad presentation to the public.

"REPUBLICAN", Carthage, Ill.
August 6, 1952
OUR JEFFERSON HERITAGE

A \$300,000 grant from an agency of the Ford Foundation has enabled the National Association of Educational Broadcasters to do some pathfinding in the radio field by producing and planning to produce four broadcast series of historical and contemporary significance. The first of these, "Our Jefferson Heritage," soon will be heard by the public. Series to follow will have the topics: "The Nature of Man," "International Understanding," and "Public Affairs."

The sets of broadcasts, which are to be tape recorded, mark a serious venture of radio into the field of adult education. Their sponsors assure us that the broadcasts will "inform and entertain, as well as educate." The study of Thomas Jefferson will deal with his life, times, principles and philosophy, but stress on biography has been avoided. An effort will be made to show how Jefferson's principles have guided generations of statesmen who followed him.

So far broadcasting organizations in Canada, Australia and other countries have shown an interest in putting the "Jefferson Heritage" series and later series on the air. Stations linked with the N. A. E. B. are all non-commercial, but some commercial stations are expected to join in the presentation. The significance of the forthcoming series, however, lies not in the size of the organizations that will broadcast them but in the fact that adult education material of this type, keyed to the needs of radio, is to have a reasonably broad presentation to the public.

The New H

A distinguished
of radio programs designed
FOR ALL AM

"the
Jefferson
H



starring

MR. CLAUDE RAINS

and a distinguished cast

For radio programs of high quality, integrity, information, education and entertainment, tune to member stations of the National Association of Educational Broadcasters.

A partial list of the more than 100 stations
"THE JEFFERSON

STATION	DAY TIME	STARTING
WNYC, New York, N.Y.	Sun. 1:00 p.m.	Sept. 14
WHA, Madison, Wis.	Sun. 3:00 p.m.	Sept. 14
WDOU, Pittsburgh, Pa.	Sun. 8:00 p.m.	Sept. 14
WILL, Urbana, Ill.	Sun. 3:00 p.m.	Sept. 14

ork Times.

ished series
igned with respect...

ERICANS

onian eritage

EN HALF-HOUR RADIO DRAMAS

"The principles of Jefferson are the defini-
axioms of free society . . . All honor to Jefferson
an who . . . had the coolness, forecast, and capacity
ce into a mere revolutionary document an abstract
pplicable to all men and all times."

— Abraham Lincoln
April 6, 1859

presented by

NATIONAL ASSOCIATION OF
NATIONAL BROADCASTERS

onian Heritage" is based on the research, and advice
Dumas Malone of the Department of History of
niversity; written by Morton Wishengrad, Milton
oseph Mindel with music composed and conducted by
linsky; produced and directed by Frank Papp.

Jefferson and his great contemporaries . . . learn how
ricans secured for themselves, and for all Americans
e right to life, liberty and the pursuit of happiness . . .

ant events are included . . . the trials, decisions, hard-
any despairs, and the ultimate triumphs . . . fully
d . . . brilliantly written . . . dramatically presented
ortrayed . . .

ntations are made possible under a grant from the
ult Education, established by the Ford Foundation.

Association of Educational Broadcasters, is composed of
colleges, school systems and public service agencies which are
e-commercial educational broadcasting through their own insti-
ed AM, FM, or Television stations, or through the facilities of
ations.

ions which have already scheduled
AN HERITAGE"

STATION	DAY TIME	STARTING
WKAR, East Lansing, Mich.	Sun. 2:00 p.m.	Sept. 14
WIPR, San Juan, Puerto Rico	Sun. 8:00 p.m.	Sept. 14
WGBH, Boston, Mass.	Sun. 5:00 p.m.	Sept. 14
WBUR, Boston, Mass.	Sun. 5:00 p.m.	Sept. 14

PROGRAM SCHEDULE FALL, 1952

The current season ushers in an exciting new development in edu-
cational broadcasting.
During the fall quarter, KUOM listeners will be hearing "The
Jeffersonian Heritage"—the first major series produced under the aus-
pices of the National Association of Educational Broadcasters, with
funds provided from a \$300,000 grant from the Fund for Adult Educa-
tion as established by the Ford Foundation.
These funds have made it possible for U.S. educational broad-
casters to combine the knowledge of leading American scholars with
the writing and production skills of outstanding radio craftsmen from
the country's major radio production centers in the presentation of edu-
cational programs of the highest possible caliber. Individual series are
planned in four broad areas—The American Heritage, The Nature of
Man, International Understanding, and Public Affairs.
All of these programs will be heard over KUOM during the coming
months. We are proud of our contributing role in the Association which
has helped to make these programs possible.
We think you will find that, as of fall 1952, educational radio has
come of age.

Note Especially:

THE JEFFERSONIAN HERITAGE....

starring Claude Rains as Thomas Jefferson. This series captures his spirit
by building dramatic episodes around Jefferson's own words. Dramatiza-
tions are based on the research and writings of Professor Dumas Malone
of Columbia University's Department of History, who is the nation's

This Clipping From
FINDLAY, OHIO
REPUBLICAN-COURIER
AUG 7 - 1952

JEFFERSON ON THE AIR

The public will soon hear a series of
radio programs which will consider the
life, times, principles of philosophy and
politics of Thomas Jefferson. The pro-
grams will be sponsored by the National
Association of Educational Broadcasters.
Funds for the broadcasts will be provided
by the Fund for Adult Education estab-
lished by the Ford Foundation.

Jefferson's philosophy will be consid-
ered in the light of its meaning today.
Dramatizations of important episodes in
the life of Jefferson will be presented
with professional actors in key roles in
an attempt to entertain as well as edu-
cate those who hear the programs.

Jefferson is a fit subject for the most
able dramatists. His character, his strug-
gles with obstacles and his vision of a
better world are especially worth noting
in these troubled times. In a world in an
almost constant state of revolution it
will be well to compare the Jeffersonian
idea of revolution to accomplish individ-
ual freedom with the Marxian concept
of revolution to sacrifice all personal
liberty to the state.

These programs about Jefferson will
doubtless be awaited with great interest.

"COMMONWEALTH"
Greenwood, Mississippi
August 13, 1952

JEFFERSON ON THE AIR

The public will soon hear a series of ra-
dio programs which will consider the life,
times, principles of philosophy and politics
of Thomas Jefferson. The programs will be
sponsored by the National Association of
Educational Broadcasters. Funds for the
broadcasts will be provided by the Fund
for Adult Education established by the
Ford Foundation.

Jefferson's philosophy will be considered
in the light of its meaning today. Drama-
tizations of important episodes in the life
of Jefferson will be presented with profes-
sional actors in key roles in an attempt
to entertain as well as educate those who
hear the programs.

Jefferson is a fit subject for the most
able dramatists. His character, his strug-
gles with obstacles and his vision of a bet-
ter world are especially worth noting in
these troubled times, in a world in an al-
most constant state of revolution it will be
well to compare the Jeffersonian idea of
revolution to accomplish individual freedom
with the Marxian concept of revolution to
sacrifice all personal liberty to the state.

These programs about Jefferson will
doubtless be awaited with great interest.
In presenting them radio shows signs that
it is coming of age.

The Jeffersonian Heritage

WKAR is happy to be able to present "The Jeffer-
sonian Heritage," one of the most significant program
series ever developed. Conceived by the National
Association of Educational Broadcasters, the series
was made possible by a grant of \$300,000 from the
Fund for Adult Education of the Ford Foundation.
The series stars Mr. Claude Rains as Jefferson. The
episodes are based upon research and advice of Prof.
Dumas Malone of Columbia University. Special music
is composed and conducted by Wladimir Selinsky.

The Jeffersonian Heritage seeks to explore the ideas
written and exemplified by Thomas Jefferson as they
are found in the Declaration of Independence and
other sources. The programs will seek "to translate
through dramatic action, the spirit which should
animate men and the general principles which should
guide them. They will make real and vibrant the
principle features of our American Heritage as passed
down to us by Jefferson."

The programs began on September 14 and are
heard each Sunday at 2:00 p.m. The subjects for the
October programs include: Light and Liberty; The
Return of the Patriot; The Danger of Freedom; and
The Ground of Justice.

September 26, 1952

Wilkes Barre, Pa.
"RECORD"

The Once Over By H. I. PHILLIPS

The outlook wasn't brilliant for
the Mudville nine that day,
The score stood four to two, with
but one inning more to play,
And, so, as stretcher bearers took
the wounded from the field,
The fate of bleeding
of means is a guy who not only can
afford an auto but the insurance
as well . . . The National Associa-
tion of Educational Broadcasters
rates a bow for "The Jefferson
Heritage." . . . Colored tires for
autos are reported a coming nov-
elty and we can't wait for a set of
polka dots on front with some
scotch plaids on the rear . . . Mos-
cow has assured Red China of its
undying friendship and if that

WKAR
BROADCASTING SERVICE OF
MICHIGAN STATE
COLLEGE

Vol. 19
October, 1952

STATE JOURNAL, Lansing, Michigan, September 7, 1952

GEORGE JENNINGS
Director of Radio and Television

Adult Education Notes

EXCHANGE

International exchange and education continues to grow. Approximately 30,000 foreign students, 1,000 education trainees and leaders were in the United States last year. Around 5,000 United States teachers and 8,000 United States students worked or studied in foreign countries.

EVENING SCHOOL

The Lansing public evening school will open its fall term Oct. 6 with enrollment on the evenings of Sept. 29, Oct. 1, 2 and 3. Any person over 16 years of age may enroll for evening school courses upon payment of the annual \$2 fee. Enrollment will take place at Technical auditorium, 419 N. Capitol ave. The schedule of classes and course descriptions are available at the adult education center, 419 N. Capitol ave., and at the circulation desk of the Lansing public library.

FORD

Year of self-designed study is ahead for 400 high school teachers, each from a different school system, who this fall will be awarded fellowships equivalent to their salaries by the Ford Foundation's Fund for the Advancement of Education.

Teachers chosen will owe their selection partially to how well they plan self-improvement activities, partially to good fortune. While a local school committee will select the fellowship winner after perusal of teacher's plans, the fund itself picked the 400 school systems that will participate.

Like other Ford projects this one is aimed at broadening teachers' vision and improving teaching ability through liberal education. Purpose is worthy: "To give teachers opportunity to reassess their

specialized fields and to see more clearly their specific assignments in relation to other fields of knowledge."

G. I. BILL

Greater skill in choosing training will be needed by veterans under the new G. I. bill which goes into effect on the 20th of this month. Under the new law, the veteran may change his course only once.

JEFFERSON

Radio study of the life of Jefferson is to be presented this fall over the "tape network" of the National Association of Educational Broadcasters. Jefferson will be portrayed by Claude Rains. Production of the 13-program series was financed by the Ford Foundation's Fund for Adult Education.

ANTIQUES

Glenn Darling will teach two courses in the Lansing public evening school on "Living With Antiques" for the fall term which begins Oct. 6. The beginning section will meet on Wednesdays at Technical and the advanced section on Thursdays at the same place.

MUSIC

The new instructor for "Music Appreciation" in the evening school is Henry Nelson. Mr. Nelson is director of music at Bath high school.

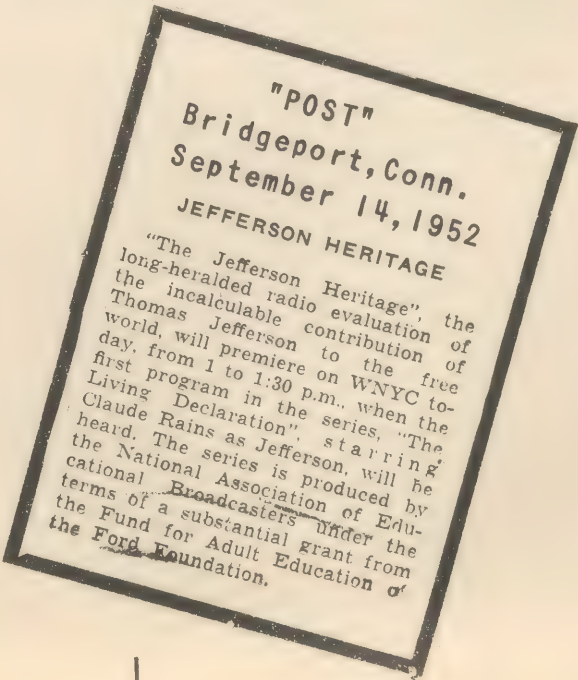
GUIDANCE

A new course entitled "Guidance for You," will be offered by the

evening school this fall. The course will enable men and women to take occupational and personality tests together with personal counsel for test interpretation. Instructors are Bernard Ansley and Richard Adams. Because of the test materials required, a special \$5 fee will be charged. The group will meet on Tuesdays and Thursdays at Technical.

INSTRUCTORS

Individuals interested in teaching positions in the Lansing public evening school should file applications at the adult education center, 419 N. Capitol ave. Teachers are needed in the following subjects: beginning Spanish, advanced Spanish, English and citizenship for new Americans and art metalcraft.



THE JEFFERSONIAN

A DISTINGUISHED SERIES

For Classroom

in

UPPER ELEMENTARY GRADES, HI

*

Presenting MR. CLAUDE RAINS

* *

Consultant: Dr. Dumas Malone, Department

Scripts: Morton Wishengrad

Music: Wladimir Selinsky,

* * *

PRODUCED FOR THE NATIONAL ASSOCIATION
and Released in

STATION WBE

*

THE JEFFERSONIAN

JEFFERSON'S V

POLITICS - PHILOSOPHY - EDUCATION

and

OTHER ISSUES and REALITIES THAT I

* *

T U E S D

W B E Z 10:45 - 11:15 A.M. and

*

TAPE-RECORD THESE PROGRAMS FOR

* *

FIRST SEMESTER

THE RADIO COUNCIL - W B E Z (FM-91.5 MC)

THE JEFFERSONIAN

DAILY NEWS,

THURSDAY, SEPTEMBER 28, 1952

Radio Features

- 12:00 Noon—WABC, Hollywood, U.S.A.; Conrad Nagel, Betty Hutton, Gene Kelly (Premiere).
- 1:00 P. M.—WABC, Youth Wants to Know; Sen. John Sparkman.
- 1:00 P. M.—WNYC, "The Jeffersonian Heritage" Claude Rains.
- 1:30 P. M.—WABC, "Yom Kippur;" Rabbi Henry E. Kagan.
- 1:55 P. M.—WINS, Yankees-Athletics.
- 2:00 P. M.—WABC, The Catholic Hour.
- 2:00 P. M.—WJZ, Seventh-Day Adventist Conference.
- 2:00 P. M.—WMGM, Dodgers-Braves Baseball.
- 2:25 P. M.—WMCA, Giants-Phillies Baseball.
- 3:25 P. M.—WMGM, N. Y. Giants-Texans Football.
- 4:30 P. M.—WCBS, Pick the Winner; Sen. John Sparkman.
- 5:30 P. M.—WJZ, The Greatest Story Ever Told.
- 7:00 P. M.—WCBS, Jack Benny Show.
- 7:30 P. M.—WCBS, Amos 'n' Andy. (Premiere)
- 8:00 P. M.—WJZ, American Music Hall.
- 8:30 P. M.—WABC, Theatre Guild of the Air; Eddie Bracken, Wanda Hendrix in "Elmer the Great."
- 8:30 P. M.—WOR, The Voice of Prophecy. (Premiere)
- 9:00 P. M.—WCBS, Playhouse; Fred MacMurray in "Nebraska Coast."
- 9:00 P. M.—WOR, Opera Concert.
- 9:30 P. M.—WABC, Dragnet.
- 10:00 P. M.—WABC, Meet the Press; Sen. George Malone.
- 10:30 P. M.—WABC, American Forum; "Who Is a Captive of Whom?" Sen. H. H. Humphrey, Clare Boothe Luce.

NEW YORK Herald Tribune

THURSDAY, AUGUST 28, 1952

'Jeffersonian Heritage' Is Theme of Radio Series

Under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation, a series of radio programs on "The Jeffersonian Heritage" will be presented shortly under the auspices of the National Association of Educational Broadcasters, it was announced yesterday.

The announcement by Seymour N. Siegel, president of the N. A. E. B., said the broadcasts on Jefferson "will be the first of many sets of programs devised to give the radio-listening public a lively insight into matters of historical and contemporary significance."

The thirteen-week series has been conceived and will be produced by George Probst, of the University of Chicago; Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Richard B. Hull, Iowa State College; Harold B. McCarty, University of Wisconsin, and Mr. Siegel, director of the Municipal Broadcasting System.

Terre Haute, Indiana TRIBUNE

Saturday, August 2, 1952

JEFFERSON ON THE AIR.

The public will soon hear a series of radio programs which will consider the life, times, principles of philosophy and politics of Thomas Jefferson. The programs will be sponsored by the National Association of Educational Broadcasters. Funds for the broadcasts will be provided by the Fund for Adult Education established by the Ford Foundation.

Jefferson's philosophy will be considered in the light of its meaning today. Dramatizations of important episodes in the life of Jefferson will be presented with professional actors in key roles in an attempt to entertain as well as educate those who hear the programs.

Jefferson is a fit subject for the most able dramatists. His character, his struggles with obstacles and his vision of a better world are especially worth noting in these troubled times. In a world in an almost constant state of revolution it will be well to compare the Jeffersonian idea of revolution to accomplish individual freedom with the Marxian concept of revolution to sacrifice all personal liberty to the state.

These programs about Jefferson will doubtless be awaited with great interest. In presenting them radio shows signs that it is coming of age.

RADIO-DAILY, N. Y. August 27, 1952 Educational Series Will Start Sept. 14

Beginning September 14, the National Association of Educational Broadcasters will present a thirteen-week series designed to explore the principles of Thomas Jefferson. Program will be entitled "The Jeffersonian Heritage," it was announced yesterday by Seymour N. Siegel, president of the NAEB. Commenting on the series, Siegel said the purpose would be to inform, entertain and educate. He said the program would not be biographical, but would seek to recreate Jefferson as a living voice, his ideals as living ideals and his principles as enduring qualities that should guide men of the present day.

The presentations on "The Jeffersonian Heritage," together with other series of programs to follow, have been made possible under a \$300,000 grant from the Fund of Adult Education, established by the Ford Foundation.

The series will be made available to commercial station operators on a sustaining basis, and it is expected that at least one series of those to be produced will be broadcast over a national net. In addition to the first announced series, others are "The Ways of Mankind," "People Under Communism," and "The People Talk Back."

WGBH (89.7 mc)
and other Boston Stations

Announcing

THE JEFFERSONIAN HERITAGE

A creative series of radio programs depicting principles and ideas of THOMAS JEFFERSON throughout the course of American history.

Based on the research, writings and a DUMAS MALONE, Professor of History, Columbia University

With

CLAUDE RAINS

as

THOMAS JEFFERSON

To be broadcast jointly by

STATIONS WGBH AND W

Sundays at 5.00 P.M., beginning Sep

Wednesdays at 7.00 P.M., beginning Se

Presented by the National Association of Broadcasters under a grant from the Fund for Adult Education, established by the Ford Foundation.

OR TEACHERS' USE

HEROLD C. HUNT
General Superintendent of Schools

AN HERITAGE

OF RADIO PROGRAMS

om Use

SH SCHOOLS and COLLEGES

as THOMAS JEFFERSON

*

nt of History, Columbia University
ad and Milton Geiger
Composer and Conductor

* *

ON OF EDUCATIONAL BROADCASTERS
Chicago by

Z - FM 91.5 MC

HERITAGE

NEWS ON

N - LIBERTY - REVOLUTION

HELPED MAKE OUR NATION GREAT

*

A Y S

2:30 - 3:00 P.M. W B E Z

FUTURE AND REPEATED USE

*

1952 - 1953

CHICAGO PUBLIC SCHOOLS

HERITAGE

TAGE

icting the
as applied
history

vice of
ory,

UR

ember 14
tember 17

Educational
d for Adult
undation

NEWS
NEWARK, N. J.
September 20, 1952

The Once-Over

A fellow of means is a guy who not only can afford an auto, but the insurance as well. The National Association of Educational Broadcasters rates a bow for "The Jefferson Heritage"... Colored tires for autos are reported as coming novelty and we can't wait for a set of polka dots on front where we do our guzzling)... Moscow has assured Red China of its undying friendship and if that doesn't scare it to death, nothing can.

More beer was sold in America in July than at any other period since repeal. it is announced... (Not in the demitasse glasses used where we do our guzzling)... "When You Need Money Ask Here" was a sign in the window of a Bronx bank held up by robbers this week... Some people will always take a suggestion too seriously.

H. I. PHILLIPS

BOARD OF EDUCATION OF THE CITY OF NEW YORK OFFICE OF THE SUPERINTENDENT OF SCHOOLS

GENERAL CIRCULAR NO. 4, 1952-1953

It would help the Bureau of Community Education considerably if you would impress on the applicant, that it requires about 10 days from the receipt of an application, before it can be issued.

Item 6. Additions to the WNYE Schedule

Starting on Monday, October 6, and every Monday, Wednesday, and Friday thereafter, at twelve noon, WNYE - the FM station for the schools - will carry a series of half-hour programs entitled THE JEFFERSONIAN HERITAGE, starring Claude Rains as Jefferson. The programs in this outstanding series are based on the research, writings, and advice of Professor Dumas Malone of the Department of History of Columbia University. The series is made available to the schools through the National Association of Educational Broadcasters. Since the material will be of special interest to the high schools, principals and chairmen may find it valuable to tape some or all of the programs for future listening in individual classes. WNYE is at 91.5 megacycles on the FM dial.

Item 7. Education for Citizenship

A bulletin entitled, "Education for Citizenship" is currently being distributed. It was prepared by the Commissioners of Education of the Northeastern States in April, 1952 and its publication and free distribution was financed by the Edward A. Filene Good Will Fund.

a distinguished series of
radio programs designed with respect —
FOR ALL AMERICANS

the Jeffersonian Heritage

THIRTEEN HALF-HOUR RADIO DRAMAS

"The principles of Jefferson are the definitions and axioms of free society... All honor to Jefferson—to the man who... had the coolness, forecast, and capacity to introduce into a mere revolutionary document an abstract truth, applicable to all men and all times."

— Abraham Lincoln
April 6, 1859



starring
MR. CLAUDE RAINS
and a distinguished cast

presented by
THE NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS

"The Jeffersonian Heritage" is based on the research, and advice of Professor Dumas Malone of the Department of History of Columbia University; written by Morton Wishengrad, Milton Geiger and Joseph Mindel with music composed and conducted by Wladimir Selinsky; produced and directed by Frank Papp.

... live with Jefferson and his great contemporaries ... learn how aroused Americans secured for themselves, and for all Americans to follow, the right to life, liberty and the pursuit of happiness ...

... the poignant events are included ... the trials, decisions, hardships, the many despairs, and the ultimate triumphs ... fully authenticated ... brilliantly written ... dramatically presented ... vividly portrayed ...

For radio programs of high quality, integrity, information, education and entertainment, tune to member stations of the National Association of Educational Broadcasters.

The National Association of Educational Broadcasters, is composed of universities, colleges, school systems and public service agencies which are engaged in non-commercial educational broadcasting through their own institutionally-owned AM, FM, or Television stations, or through the facilities of commercial stations.

A partial list of the more than 100 stations which have already scheduled "The Jeffersonian Heritage"

Station	Day	Time	Starting Date
WNYC, New York, N.Y.	Sun.	1:00 p.m.	Sept. 14
WHA, Madison, Wis.	Sun.	3:00 p.m.	Sept. 14
WDUQ, Pittsburgh, Pa.	Sun.	8:00 p.m.	Sept. 14
WAER, Syracuse, N. Y.	Sun.	8:00 p.m.	Sept. 14
WILL, Urbana, Ill.	Sun.	3:00 p.m.	Sept. 14
WKAR, East Lansing, Mich.	Sun.	2:00 p.m.	Sept. 14
WOSU, Columbus, Ohio	Sun.	6:00 p.m.	Sept. 14
WIPR, San Juan, Puerto Rico	Sun.	8:00 p.m.	Sept. 14
WUOA, University, Ala.	Sun.	8:00 p.m.	Sept. 14
KANU, Lawrence, Kansas	Sun.	7:00 p.m.	Sept. 14
WSOU, South Orange, N. J.	Sun.	7:30 p.m.	Sept. 14
WOSU, Los Angeles, Cal.	Sun.	7:00 p.m.	Sept. 14
WGBH, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14
WBUR, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14
WBAA, Lafayette, Ind.	Mon.	2:30 p.m.	Sept. 15
WFIU, Bloomington, Ind.	Mon.	7:30 p.m.	Sept. 15
WOI, Ames, Iowa	Mon.	1:00 p.m.	Sept. 15
WMCR, Kalamazoo, Mich.	Mon.	7:30 p.m.	Sept. 15
KANW, Albuquerque, N. M.	Mon.	12:00 noon	Sept. 22
KBPS, Portland, Ore.	Mon.	8:00 p.m.	Sept. 29
KWSC, Pullman, Wash.	Tues.	7:30 p.m.	Sept. 16
WNAD, Norman, Okla.	Tues.	4:45 p.m.	Sept. 16
WBKY, Lexington, Ky.	Tues.	7:30 p.m.	Sept. 16
KUOM, Minneapolis, Minn.	Tues.	1:30 p.m.	Sept. 16
KUSD, Vermillion, S. D.	Tues.	10:30 a.m.	Sept. 16
KOAC, Corvallis, Ore.	Wed.	6:30 p.m.	Sept. 17
KCVN, Stockton, Cal.	Wed.	7:30 p.m.	Sept. 17
WDTR, Detroit, Mich.	Wed.	9:45 a.m.	Sept. 17
WSUI, Iowa City, Iowa	Wed.	11:30 a.m.	Sept. 17
WFUV, New York, N. Y.	Thurs.	11:00 a.m.	Sept. 25
KSLH, St. Louis, Mo.	Thurs.	2:30 p.m.	Oct. 2
KUOW, Seattle, Wash.	Thurs.	8:00 p.m.	Oct. 9
WFPL, Louisville, Ky.	Week of Sept. 14		
WUOT, Nashville, Tenn.	Week of Sept. 28		
WNUR, Evanston, Ill.	Week of Oct. 12		
WUNC, Chapel Hill, N. C.	After Nov. 15		
WDET, Detroit, Mich.	Sat.	7:30 p.m.	Sept. 20
WATC, Indianapolis, Ind.	Sun.	11:00 a.m.	Oct. 5

RADIO TELEVISION DAILY

NEW YORK, WEDNESDAY, SEPTEMBER 10, 1952

A distinguished series of
radio programs designed with respect —

FOR ALL AMERICANS



"the Jeffersonian Heritage"

When in the Course of Human Events it becomes necessary

thirteen half-hour
radio dramas
starring
MR. CLAUDE RAINS

... for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson — patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Vladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:

"People Under Communism"
"The Ways of Mankind"
"The People Talk Back"
"Voices of Europe"

Send check or write for further information.
NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS
MR. FRANK SCHOOLEY, Treasurer, Dept. RD
University of Illinois
Urbana, Ill.

Because these presentations are made possible
under a grant from the Fund for Adult
Education, established by the Ford Foundation...

The Jeffersonian Heritage programs
are now available to commercial radio
stations on a sustaining basis for
just the cost of the pressings, \$25.00.

"MORNING GLOBE"

Boston, Mass.

September 17, 1952

"Jefferson Heritage" New FM Series

Boston's two educational FM stations, WBUR and WGBH, will highlight their Fall programming with an important series of broadcasts dealing with life and times of Thomas Jefferson. The series, titled "Jeffersonian Heritage," began Sunday and will be rebroadcast tonight at 7 o'clock.

Claude Rains plays the title role in the dramatic narratives, made possible under a grant from the Fund for Adult Education established by the Ford Foundation and produced by the National Association of Educational Broadcasters.

The introductory program, written by Morton Wishengrad and titled "The Living Declaration," is based on the Jeffersonian quotation: "The earth belongs to the living declaration."

"NEWS"

Lynchburg, Virginia

August 4, 1952

The Jefferson Series

The National Association of Educational Broadcasters has just announced that the Ford Foundation has made a grant of \$100,000 for what is called an "experimental" adult education. The program to be carried out will consist of a study of Thomas Jefferson extending over a period of thirteen weeks. The emphasis apparently is to be laid on the political and social philosophy of Jefferson, rather than upon biographical details. Enough will be given, however, to enable the listener to reconstruct the atmosphere of Jefferson's times.

The source of the broadcasts will be WYNC, the radio station of New York City. Director Siegel, of that studio, has announced some of the titles giving an idea of the character of the programs. There will be one on Our Jeffersonian Heritage, other on The Nature of Man, International Understanding, and Public Affairs. The grant from the Ford Foundation will enable these programs to be given without commercial interruptions, which is helpful. They will not be confined to the United States. They will be available to the United Nations, the British Broadcasting Corporation, the All-India Radio, the Canadian Broadcasting Corporation, and the Voice of America. It is now always that American ideas will stand world-wide attention. Jefferson, the only philosopher ever to be our President, can hold his own with the great thinkers of the world. We may hope that his ideas will be presented solely in their true significance and not harped out patronizingly to an "ignorant world."

One interesting point is mentioned in the preliminary announcement. Jefferson it is well known, said that periodical revolutions were good for a country, a true statement of a progressive mind. This statement has been used by Communists to bolster their efforts at overthrowing government, by violence if necessary. The program as outlined promises to contrast the Jeffersonian conception of revolution with that of Marxist Communism. It is a subject on which many of us would like to be enlightened.

While the Jefferson Series will be available as purely educational broadcasts, the plan seems also to include their extension to the commercial systems that want to have them. In making this educational venture possible, the Ford Foundation is living up to its reputation of vital experimentation.

"VARIETY", New York

THE JEFFERSON HERITAGE
(The Living Declaration)
With Claude Rains, Arnold Moss,
Phil Coolidge, Alexander Scourby,
Guy Spaul, Edith Gresham;
Tom Glaser, singer; Alan J.
Feinstein, announcer
Producer-director: Frank Papp
Writer: Morton Wishengrad
30 Mins., Sun., 1 p.m.
Sustaining
WNYP, N. Y.

Radio's evaluation of Thomas Jefferson's contributions to the free world — the highly-touted series produced by the National Assn. of Educational Broadcasters under a Ford Foundation grant — got away to an impressive start Sunday (14), to suggest that this series will have steady, and sharp-

ened impact. A little pretentious and self-conscious in its scripting at the very start, the premiere program got into proper dramatic focus very soon, however, by virtue of its subject matter and Claude Rains' fine performance as Jefferson. The meat and sincerity in this program, the easy though serious way in which it was presented, as well as the sterling quality of the acting performances, type this as a highly important series. It should be "must" listening for adults as well as all schoolrooms.

September 17, 1952

Introductory program, "The Living Declaration," dramatized Jefferson's lead role in creation of the Declaration of Independence (which he, of course, wrote). With its theme his statement that "the earth belongs to the living generation," Rains at one point asked the radio audience done with the "what has your generation done with the earth?" It packed a lot of wallop, as did many of them with an astonishing pertinence to today.

Program was a combined narration-dramatization format, which had drama, bite and vigor. But the aptness of its themes to today — in one's personal beliefs; one's faith in church, rulers, and freedom; the dangers from sharper misers, bigots — made the sharper impression. Jefferson's slogan, "I have sworn eternal hostility to every tyrannical power over the mind," was repeated several times, each time to more stirring effect.

Rains enacted the role of narrator-actor Jefferson with quiet eloquence and dramatic skill. In his arguments against slavery, for a clean break with Britain, against religious zealots enforcing their dogmas on others, he was superb. Arnold Moss, Phil Coolidge and Edith Gresham led a fine supporting cast as various troubled fellow-Americans.

The dramatic scenes were broken up by guitarist-baller Tom Glazer, using Jefferson material as quasi-folk songs. This was a mis-

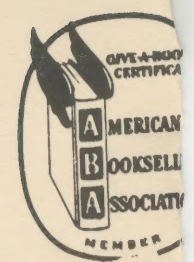
take, the interludes sounding forced.

"NEWS" Salem Ohio
September 22, 1952

Home Sweet Home
Frawley and Vivien Vance do a swell job of the Lucille Ball and Dezi Arnez video program. . . . A fellow of means is a guy who not only can afford an auto but the insurance as well. The National Association of Educational Broadcasters rates a bow for "The Jefferson Heritage." . . . Colored tires for autos are reported as a coming novelty and we can't wait for a set of polka dots on front with some scotch plaids on the rear.

"NEW YORK TIMES" September 14, 1952
LEADING EVENTS TODAY

- 11:35 A. M.—12 M.—Invitation to Learning: "Pilgrimage to El-Medina and Mecca," by Burton; Walter Cohen, Nuri Eren, Guests, With Dr. Lyman Bryson—WCBS.
- 12 M.—12:30—The Asia Story: John M. Allison, Assistant Secretary of State, Guest—WCBS.
- 12:30-1—The Eternal Light: "Here Am I"—WNBC.
- 12:30-1:30—American Jewish Caravan: Molly Picon, Guest; Others—WMGM.
- 1-1:30—Drama: "The Jefferson Heritage," With Claude Rains—WNYP (Premiere).
- 1:55—Baseball: Yankees at Cleveland—WINS; 2—Dodgers-Reds, Ebbets Field—WMGM; 2:25—Giants-Cardinals, Polo Grounds—WMCA.
- 2:30-4:30—Citizenship Day Ceremonies, Central Park: Mayor Impellitteri, Judge Sylvester Ryan; Others—WNYP.
- 4:40—The Quiz Kids, With Joe Kelly—WCBS.
- 4:30-5—Pick the Winner: Senator Styles Bridges, Roger Putnam—WCBS.
- 4:30-6:30—Football: Giants-Bears Exhibition, Chicago—WMGM.
- 5-5:30—Star Playhouse: "The Reluctant Witness"—Dennis O'Keefe—WNBC.
- 7-7:30—Jack Benny—WCBS (Premiere).
- 8:30-9:30—Theatre Guild: "The Wisteria Trees," With Helen Hayes and Joseph Cotten—WNBC (Premiere).
- 8:30-9—Playhouse: "The Silver Cord," With Lucille Watson and Louise Horner—WCBS.
- 9:30-10—Inner Sanctum: "Us Part," With Mason A. Nixon, Guest—WNBC.
- 10-10:30—Meet the Press: Nixon, Guest—WNBC.
- 10:30-11—American Forum: Democrats and Republicans—Senators Mike Mansfield, Karl Mundt—WNBC.



"The Jeffersonian Heritage" series will explore the life of Thomas Jefferson.

Thomas Jefferson's life and times will be explored in the series.

Dumas Malone's book on Jefferson will be the basis for the program.

NAEB MATCH Three S Ford Fo

NEW YORK, Sept. 13 (AP)—The National Association of Educational Broadcasters, established by the Ford Foundation, turned over a \$300,000 grant to the National Association of Educational Broadcasters for the purpose of producing radio programs of "his and contemporary significance which will 'inform and educate' as well as educate."

To date the NAEB has produced three new series on tape under the Ford grant—"The People of Mankind," "The Jeffersonian Heritage," and "The American Heritage." The last was launched Sunday (13) on member stations of the tape network. The show aired over WNYC in New York 1 p.m. The series will be made available to commercial stations on a sustaining basis. It is expected that at least the three series will be cast over a national network.

Poor Predecessors

Heretofore, the best argument in favor of commercial radio has been the fact that the average non-commercial educational program all too often was both inflexible and sophomoric, full of immature intellectual pretensions and seldom redeemed by honest vitality or originality. The educational broadcast

Jeffersonian Heritage (The Living Declaration)

RADIO—Reviewed at a pre-broadcast hearing at WNYC, New York. Produced by the National Association of Educational Broadcasters. Producer-director: Frank Papp. Writers: Morton Wishengrad and Milton C. Geiger. Music: Vladimir Selinsky. Technical advisor: Professor I. D. Malone, Department of History, Columbia University. Cast: Claude Rains, others.

"The Jeffersonian Heritage" is a 13-week half-hour series dealing with the life, times, principles and philosophy of Thomas Jefferson. However, its purpose is biographical, but rather to show how Jeffersonian ideals have guided generations of American statesmen up to the present. In line with this aim, the program "The Living Declaration," reviewed, spotlighted Jefferson's part in writing the Declaration of Independence.

The entire series is based on the research, writing and editing of Professor Dumas Malone of Columbia University, checked and rechecked line of dialog to be sure it

"STAR" Montreal, Canada August 2, 1952

The American Scene

Jefferson Broadcasts, Antidote to Cynicism

By Randal Savery
NEW YORK.

High Ideals of the Past

THE National Association of Educational Broadcasters displayed excellent timing, we think, in announcing a forthcoming series of radio programs immediately after the windup of the political nominating conventions in Chicago. First in the series of recorded broadcasts, to be released soon over a number of stations across the country, will be a thirteen-week serial study of "the life, times, principles and philosophy" of Thomas Jefferson, third President of the United States, signer of the Declaration of Independence, and a major architect of the Constitution.

There is no denying that a certain sense of disillusion has descended on the people of this country as a result of the proceedings of the Republican and Democratic conventions. Never before has the average citizen been able to sit in so closely on what goes on at these conclaves. His front row seat was a gift of television.

What is more, the constant presence of the cameras put newspaper and radio reporters on their mettle. Aware of the competing medium, representatives of the older means of communication outdid themselves in relaying blow-by-blow descriptions of proceedings and behind-the-scenes activities.

Today's Political Combat

What they saw, heard and reported was not entirely pretty or inspiring. Amidst the turmoil of mortal political combat, the knife-wielding, the merciless tactics of arena warfare, the voter was impelled to sit back for respite and ask himself, "What goes on here, anyway?" In endeavoring to find an answer to the question, he could not be blamed for falling into a cynical attitude regarding all politicians.

The series of Jefferson broadcasts, and the ones planned to follow, may well prove a healthy antidote to public cynicism. Jefferson was a politician. He was also a statesman. He was a man of ideals, but with enough practical realism to see that those ideals could be translated into positive action. With others of the founding fathers he built extremely well. They set a standard, and a goal of behavior and thought that few politicians or statesmen of this country have been able to equal.

Background of the radio series is a grant of \$300,000 from the Fund for Adult Education of the Ford Foundation. It will be used by the National Association of Educational Broadcasters to finance four broadcast series described as being of "historical and contemporary significance."

First of the series, "Our Jefferson Heritage," will be followed by others titled, "The Nature of Man," "International Understanding," and "Public Affairs."

The Jefferson series, according to Seymour N. Siegel, president of the National Association of Educational Broadcasters, and director of New York City's radio station, WNYC, has been formulated to avoid straight biography. It dramatizes the early President's philosophy and approach to the problem and responsibilities of a working political democracy. Stress will be laid on the lasting effect of Jefferson's principles on those who came after to continue the work started so well by him and his associates.

Introductory program of the series, with the well known actor, Claude Rains, portraying Jefferson, dramatizes the drawing up of the Declaration of Independence, attended as it was with conflict of opinion. The radio play brings out, Mr. Siegel states, the fact that the ideals of that document remain living realities despite the strains and stresses imposed by changing conditions and political controversy.

Another episode in the Jefferson series delineates the differences between the Jeffersonian concept of revolution and that propounded by Marxism or Communism.

Inspiring Programs

If the radio series turns out to be as wisely presented and as entertainingly produced as its advance notices promise, it should be an excellent source of inspiration and guidance for the voters preparing to judge the candidates and cast the ballots next November. It should give them a refreshing perspective on their political institutions, and the principles on which this country was founded. They may be able to assess the surface histrionics of political debate for what they are worth, and cut through to the basic qualifications of the present political parties and their respective standard bearers.

Indeed with Jefferson and his compatriots as examples, the voters, if sufficiently aroused, could insist that candidates really apply the measuring stick of the founding fathers to their own beliefs and behavior.

Perhaps this is too much to ask all at once. Sponsors of the new program acknowledge that the project is some thing of an experiment, although they are confident they will find an audience. Certainly there must be many potential radio listeners who would once more switch on their dials if they thought they could find something besides nasal-voiced hillbilly vocalists, "cry" singers, gossipy commentators, and jingle commercial coming out of the loudspeaker.

And who knows, maybe some of the politicians might listen in, too. It could give them some ideas of profit to themselves and the country at large.

(Communications to the American Scene may be addressed to Randal Savery, Montreal Star Bureau, 220 East 42nd Street, New York 17 N.Y., Room 1310).

"THE JEFFERSONIAN HERITAGE"

Starring Mr. Claude Rains as Jefferson

(NAEB series for the mature listener)

SUNDAYS, 1:30 P.M.

Starting September 14, WUOM will carry the first in a series of half-hour programs to be heard throughout the English-speaking world. "The Jeffersonian Heritage" will be broadcast in the United States by member stations of the National Association of Educational Broadcasters, and will be released around the world by the Voice of America, U.N. Radio, the CBC, the BBC, the Australian Broadcasting Company, and All-India Radio.

Conceived by a special adult education committee of the NAEB, the series was made possible by a \$300,000 grant from the Ford Foundation's Fund for Adult Education. Advance publicity issued by the producers gives this description of the programs:

"THE JEFFERSONIAN HERITAGE" will seek to explore the enduring ideas that are best summed up in our Declaration of Independence . . . and best exemplified and symbolized by Thomas Jefferson as an individual. Avoiding any emphasis on biography, the programs will seek to translate . . . through dramatic action . . . the spirit which should animate men and the general principles which should guide them.

"From the 'Living Declaration,' opening program of the first series, this radio venture will seek to make real and vibrant the principal features of the American Heritage as passed down from Thomas Jefferson through a national history richly endowed with his ideas."

The programs in this outstanding series are based on the research, writings and advice of Professor Dumas Malone of the Department of History of Columbia University. The scripts have been written by Morton Wishengrad and Milton C. Geiger and produced by Frank Papp. Special music is composed and conducted by Vladimir Selinsky.

SEPT. 14—"THE LIVING DECLARATION"
SEPT. 21—"THE DEMOCRAT AND THE COMMISSAR"
SEPT. 28—"DIVIDED WE STAND"

RADIO DAILY—TELEVISION DAILY

New Jefferson Series Will Premiere Sunday

Starring veteran actor Claude Rains, the long-heralded radio evaluation of the contributions of Thomas Jefferson to the free world, "The Jefferson Heritage" will premiere on WNYC, New York, this Sunday from 1 to 1:30 p.m. Based on research of Columbia University's Dr. Dumas Malone, the 13-week series produced by the National Association of Educational Broadcasters under a Ford Foundation grant, will be launched simultaneously on 12 other stations of the NAEB network. Within the next two months, 30 other NAEB stations throughout the country will launch the series, stated Seymour Siegel, director of WNYC and president of NAEB.

city's Dr. Dumas Malone, the 13-week series produced by the National Association of Educational Broadcasters under a Ford Foundation grant, will be launched simultaneously on 12 other stations of the NAEB network. Within the next two months, 30 other NAEB stations throughout the country will launch the series, stated Seymour Siegel, director of WNYC and president of NAEB.

JEFFERSONIAN HERITAGE -- Beginning September 14, the National Association of Educational Broadcasters is presenting on the educational radio stations of 13 radio programs on "The Jeffersonian Heritage" -- designed to ideas summed up in the Declaration of Independence and symbolized by Jefferson as an individual.

program series is based on the research, writings and advice of Professor of the Department of History, Columbia University, and stars Mr. Claude Rains as Jefferson. In New York City the program will be broadcast over WNYC at 1 p.m. In other vicinities check the local educational radio station time.

directly related to this broadcast news, but an encouraging note

CHALLENGE

Series Top-Flight Under Foundation 300G Grant

By JUNE BUNDY

stock answer to this accusation has always been that the light of his programing know-how was obscured by the handicap of his next-to-nothing production budget. Consequently, Ford's \$300,000 grant to the NAEB amounted to a put-up-or-shut-up challenge to the radio educator. Happily for all concerned, the first three series (reviewed here) represent a definite triumph for the ivy league set. All three shows are distinguished by top drawer production values, good taste and (perhaps most important of all) a solid sense of showmanship.

Stakes Involved

Full-cognizant of the stakes involved, the NAEB committee spent months lining up man power and facilities for the first three shows. Scripting standards on "People Under Communism," for instance, were so high that eight top radio writers threw in their typewriters before the hour-long series received a final okay. Technical advisors put in months of research, fine-combing each script to assure complete authenticity.

The committee's painstaking efforts are clearly evidenced in the excellence of the final products. Admittedly some portions of the shows reflect a little too much care for the good of their

own pacing. However, now the initial pressure to "produce" is off, the committee will undoubtedly relax its perfectionist policy enough to safeguard future shows from the danger of seeming stuffy.

One thing's sure: If the rest of the programs measure up to the standards set by the first three, the NAEB will find it a lot easier to move into TV next year.

Availability

All three series will be made available to the United Nations Radio, The Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting System, the New Zealand Broadcasting System and All-India Radio.

The grant was administered by Ralph Lowell, at the direction of the Adult Education Committee of NAEB, consisting of George Probst, director, University of Chicago Roundtable, chairman; Richard B. Hull, director of WOIAM-FM-TV, Iowa State College; H. B. McCarty, director of WHA, Madison, Wis., and the Wisconsin State Network; Seymour N. Siegel, director of WNYC, New York; Parker Wheatley, general manager of WGBH, Boston. Program co-ordinator for series is William Harley of WHA, Madison, Wis.

the proper Jeffersonian flavor. Producer-director, Frank Papp, has showcased the professor's material in laudable fashion, with Wladimir Selinsky's majestic background music particularly impressive. However, major credit for the series' success belongs to actor Claude Rains.

Rains' Job

In an attempt to imbue the program with a genuine feeling of history in the making, the script often subordinates dramatic action to Jefferson's philosophy. Consequently Rains delivers lengthy first-person narratives and completely dominates all of the dramatized segs. In most cases other cast members do little more than feed him lines.

This one-man script treatment was undoubtedly necessary to the spirit of the series, but the fact remains that under such an arrangement the basic quality of the series is 99 per cent dependent upon the stature of its leading performer. Fortunately, the NAEB realized this, and spent a sizable share of its Ford bankroll to snare the right man for the role—Claude Rains.

The legit-flicker star's flexible vocal range and quietly authoritative underplaying enables him to sustain audience interest thru-

out soliloquies which would totally defeat many an able actor. This gift for the masterful understatement was put to good use a couple of seasons ago when Rains garnered magnificent reviews in one of the longest stage roles ever written, the old guard Communist in "Darkness at Noon."

Need Fulfilled

Without Rains or someone of like stature, "Jeffersonian Heritage" would be talky and uninspired. His importance to the series was emphasized earlier by the NAEB itself, when the committee postponed production on the show for two months until Rains could fit it into his schedule.

The first show in the series registered maximum audience impact, via Jefferson's vain attempt to have an anti-slavery clause written in the constitution and Rains' convincing explanation of Jefferson's tolerant religious views.

The series will endeavor to relate Jeffersonian history with current world affairs whenever possible. Titles of forthcoming programs include: "The Democrat and the Commissar," "Light and Liberty" and "What the Jeffersonian Heritage Means Today."

Ways of Mankind (A Study in Language)

RADIO—Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the Canadian Broadcasting Corporation, under the supervision of the Adult Education Committee of the National Association of Educational Broadcasters. Supervising producer, Dr. Walter Goldschmidt, professor of anthropology and sociology, University of California, Los Angeles. Producer, Andrew Allen.

"Ways of Mankind," produced by the Canadian Broadcasting Corporation under the supervision of the NAEB, is educational programing at its best, and easily the most impressive of the three series sponsored by the Ford Foundation grant. The show reviewed, a half-hour documentary tagged "A Study in Language," was witty, literate and wholly adult—in the finest tradition of British broadcasting; yet sparked with the lift and breezy pacing of American radio at its best.

Paradoxically, altho its format was probably the most informal of the trio, the program was also the most informative. The show packed an amazing amount of interesting data (on how words make the world go round) into a half-hour, including such fascinating tidbits as the fact that the Arabs have 1,000 words for "sword" and the Eskimo language doesn't have a word for "snow." They consider the white stuff so important that they use a string of different phrases to describe it under varying conditions — falling on warm days, etc.

Brisk Clip

The show moved along at a brisk clip, via urban, tongue-in-cheek commentary; the use of varied voices and accents, and some wonderfully colorful wordage on the part of the scripter. For instance, use of initials as words — D.P., U.N., etc — was termed "the compressed wreckage of phrases."

Among the most effective script devices used to "humanize" the science of semantics (and translate it into terms of everyday living) was that employed to illustrate the commentator's statement that "language reflects the culture of a country." This point was emphasized by dramatizing the telling differences between words spoken by mothers in each land when reprimanding a naughty child. (e.g. American mothers say "Be good"; French, "Be wise"; Swedish, "Be friendly and kind"; German, "Be in line—conform.")

Subjects explored on other "Ways of Mankind" program, ("Ethics," "Authority," "Museums," etc.) should offer even more scope for the CBC's sophisticated packaging technique for the documentary.

People Under Communism (The Music and the Dream)

RADIO—Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the National Association of Educational Broadcasters under supervision of Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford, Calif., Russian Research Center, Harvard and Columbia University. Writer, Milton Geiger. Narrator, Arnold Moss. Music, Wladimir Selinsky.

This hour-long documentary series is one of the most ambitious projects on NAEB's new programing agenda. It is also a program that the NAEB may well take pride in, both for its excellent production values, and the fact that it shuns flashy appeals to the emotions in favor of an intellectual approach to its subject.

Latter road is certainly more difficult to travel. However, once its destination is reached, the impact on the senses is even more shattering than that produced by melodrama alone, since it reacts on both the mind and the emotions. On the show reviewed, "The Music and the Dream," the intellectual approach was particularly effective, because it was applied to a field of Communist activity that is still something of an enigma even to our own State Department, the mystery of the Asiatic and Middle Eastern mind and why the Communists have been more successful in those countries, propaganda-wise, than America.

The pattern of political seduction followed by the Soviet in these lands was set forth in realistic detail (via dramatization), beginning with Russia's calculated generosity to the poor, and ending with the people's complete subjugation—bound by bread to Stalin and split apart in their own ranks by the Communists' effective divide-and-conquer technique of Id warfare.

This drama was played out against Wladimir Selinsky's compelling musical score, and underscored by some prominent Americans' fearless analysis of exactly where and how we failed to reach the Oriental mind, and what we can do to avert similar disasters in countries still wavering between us and the Red Army. "Go to the East with humility," said Justice Jackson, "and help them plant 'rice roots' like our 'grass roots.'"

Tragic Account

The most forceful argument for America to take stock of its methods in the East was made during the last half hour of the program, when the citizen of a Communist-controlled Chinese village told the story of his gradual disillusionment with the party. This restrained tragic account of how a village was betrayed was more powerful than 100 fiery, breast-beating narrations.

Commentator Arnold Moss handled a difficult job with commendable ease, and scripter Milton Geiger captured an authentic feeling of the East in his descriptive narratives. Credit for the program's unusually frank and honest appraisal of the situation belongs to the astute supervisory committees of Harvard, Stanford and Columbia.

casters Network, of which WNYC is the key station.

Based on research and writings of Columbia University's Dr. Dumas Malone, "The Jefferson Heritage" defines the impact and value of the man's contribution to the spirit of freedom. Scripts for the series were written by Morton Wishengrad and Milton Geiger; special music was composed and conducted by Wladimir Selinsky, and Frank Papp produced and directed the episodes in the series. Each program treats an issue of Jefferson's times and ours, with Jefferson's thoughts and opinions voiced by Mr. Rains.

"RADIO DAILY" August 14, 1952

KLORES & CARTER, INC. will direct all advertising and promotion for the National Association of Educational Broadcasters. Newspapers and trade papers will be used to promote the association's five series of programs, the first of which, "Jeffersonian Heritage," consisting of 13 half-hour radio dramas, will be initiated on the NAEB network Sept. 14.

"NEWS", Illinois August 23, 1952

New Jefferson Series on WILL

Claude Rains, celebrated stage and screen actor, will star as Thomas Jefferson in a distinguished creative series of radio programs on "The Jeffersonian Heritage," to be presented by University of Illinois Radio Station WILL, in co-operation with the National Association of Educational Broadcasters.

The 13-week series will be heard at 3:00 p.m., beginning Sunday, Sept. 14. Each show will be rebroadcast the following Thursday at the same hour.

"The Jeffersonian Heritage" is produced by the NAEB under the terms of a \$300,000 grant from the Fund for Adult Education, established by the Ford Foundation. The NAEB is a non-profit organization composed of institutions, school systems, groups and individuals who are engaged in non-commercial, educational broadcasting.

The series was written by Morton Wishengrad and Milton Geiger based on material obtained from the research, writings and advice of Professor Dumas Malone, of the Department of History of Columbia University. Music was composed and conducted by Wladimir Selinsky.

Commenting on the "Jeffersonian Heritage" series, George Probst, Director of the University of Chicago Roundtable, and chairman of the committee which administered the Fund for Adult Education grant, said, "We are engaged in producing programs of the quality of 'Henry V,' or Sherwood's 'Abraham Lincoln in Illinois,' or MacLeish's 'The Fall of the City.' We are trying to produce programs that can be rebroadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener."

The Sept. 14 program, titled "The Living Declaration," is an introductory program dramatizing Jefferson's part in the Declaration of Independence, and presenting the main theme—that his ideas and ideals in that historic document are living realities. The emphasis is suggested by the quotation, "The earth belongs always to the living generation."

In subsequent weeks Jefferson's concepts and ideals on revolution, religious freedom, economic enterprise, science, public and personal responsibility, freedom of thought and the free press, public education, governmental functions and ultimate aims will be presented.

SEPTEMBER 20, 1952

THE BILLBOARD

Thursday, September 11, 1952

WORLD TELEGRAM. September 20, 1952

Sunday Radio Programs

P.M.

HIGHLIGHTS.

- 1:00—OR—Opera Festival: Verdi's "Don Carlo," M. Picchi.
- 1:00—NYC—Jefferson Heritage: "The Democrat and the Commissar."
- 1:25—MCA—Baseball: Giants-Phils; 1:55—MGM—Dodgers-Braves.
- 4:30—CBS—"Pick the Winner," Sens. H. Ferguson, H. Humphreys.
- 5:30—JZ—"The Greatest Story Ever Told," religious drama.
- 8:30—NBC—Theater Guild, "George Washington Slept Here."
- 9:00—CBS—Playhouse, "Forty Odd," Jane Wyman, L. Barrymore.
- 10:00—NBC—"Meet the Press," Gov. Herman Talmadge, guest.
- 10:30—NBC—"American Forum," Maurice Tobin, Fred Hartley.

"The Living Declaration" is the first program of the series, with one dealing with a top issue of Jefferson's times and ours. Scripts for the series were written by Morton Wishengrad and Milton Geiger, with special music composed and conducted by Wladimir Selinsky. Frank Papp is producer-director.

Transportation Between University and Downtown Hotels

To the University from the Nicollet or Radisson hotels: walk west to Hennepin Avenue and take any northbound streetcar marked "Como" or "Oak." Get off at 4th Street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study on the university campus.

To the university from the Curtis or Leamington hotels: walk east to 4th Avenue and take any northbound car marked "4th Avenue," "Glenwood to Aldrich," or "Glenwood Park." Transfer at Hennepin Avenue and 6th Street to any northbound car marked "Como" or "Oak." Get off at 4th Street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study.

Returning to downtown Minneapolis from the university: walk north on 15th Avenue Southeast to 4th Street. Take any west-bound car marked "Como" or "Oak."

For the Nicollet: get off at the corner of Hennepin and Washington Avenues.

For the Radisson: get off at the corner of Hennepin Avenue and 7th Street. Walk half a block east.

For the Curtis and Leamington: transfer at Hennepin Avenue and 6th Street to any east-bound car marked "4th Avenue to 38th," "4th Avenue to 48th", or "4th Avenue to Lake." Get off at 4th Avenue and 10th Street and walk one block west.

Taxi fare from the university to the downtown hotels is approximately 85-95¢ one way.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.